

EL DORADO COUNTY PLANNING DEPARTMENT

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Chapter 17.14 (part)

RANCH MARKETING

17.14.180 Ranch Marketing.

- A. Purpose. The purpose of this section is to provide for the development of ranch marketing activities to encourage the economic development of the agricultural and tourism industries while regulating such uses to protect the public health, safety and welfare and the enjoyment of property by adjacent land owners.
- B. Ranch marketing activities permitted. The following ranch marketing activities shall be permitted as set forth below in SA-10, Select Agricultural, PA, Planned Agricultural, AE, Exclusive Agricultural on individual parcels that contain ten (10) acres or more and have a minimum of five (5) acres of permanent agricultural crop in production or ten (10) acres of annual crop in production that are properly maintained and cared for to produce a commercial crop, and provided they are held concurrently with the sale of on-site produced agricultural products. Ranch marketing shall be permitted in AP zone districts by special use permit. Should the proper maintenance and care of the required minimum agricultural crop acreage cease, as determined by the El Dorado County Agricultural Commissioner, the right to operate any of the following accessory uses becomes void:
 1. Permitted by right:
 - a. Picnic areas for daylight use;
 - b. The display and sale of handicrafts and agricultural promotional items produced on-site or off-site, provided that the primary product sold is an agricultural product produced by the owner of the subject parcel. Sales shall be subject to available parking as set forth in subsection 17.14.180(C). All vendors shall have a current El Dorado County business license. Vendors may use the site for overnight RV camping during the time that said vendor occupies a sales booth or stall, subject to applicable health and safety standards as may be required by state and County regulations;
 - c. Gift display and sales area, not including handicrafts, not to exceed a total of 500 square feet of interior floor space, for the retail sale of agricultural related promotional items, gift items, and/or pre-packaged goods. The gift display and sales area shall be operated concurrently with the sale of agricultural products and/or byproducts produced on site. Sales shall be subject to available parking as set forth in subsection 17.36.260(E). All vendors shall have a current County business license. Non-handicraft items, such as agricultural related promotional items, gift items, and/or pre-packaged goods, may continue to be sold under this subsection for a period of up to one (1) year following the implementation of this ordinance and must be terminated thereafter unless allowed pursuant to this ordinance.

- d. Bake shop operated concurrently with the sale of on-site produced agricultural products and agricultural byproducts. Food items, where the principle ingredient of the food are not grown on the premises, may be made and/or sold for one (1) year following the implementation of this ordinance, except as otherwise provided for in this ordinance;
 - e. Prepared food stand operated concurrently with the sale of on-site produced agricultural products and byproducts;
 - f. Special events for commercial purposes not to exceed 125 persons with the number of events not exceeding the following limits:
 - i. Parcels less than 20 acres in size - 6 per year;
 - ii. Parcels 20 acres or more in size - 12 per year;
 - iii. All Special events shall be subject to available parking as set forth in subsection 17.14.180(C).
 - g. Marketing promotional events promoting the agricultural operation on the parcel on which the event is held, subject to available parking as set forth in subsection 17.36.260(E) . (For the purpose of this section, a marketing promotional event is defined as events sponsored by the property owner, an association of agricultural property owners, or similar non-profit organizations formed to assist the agricultural industry in the area, to promote the sale of agricultural products and byproducts and which is intended to benefit the agricultural use of the site and/or the agricultural region. No single event shall exceed three (3) consecutive days);
 - h. The sale of alcoholic beverages made from agricultural products produced on-site. This section shall not prohibit the sale of alcoholic beverages processed off site, provided that the alcoholic beverage includes only agricultural products grown on site;
 - i. Agricultural-related museums;
 - j. Agricultural Homestays, as defined under Section 113870(a)(2) of the California Health and Safety Code, on parcels containing ten (10) acres or larger, with no limitation on the time of operation;
 - k. Parcels containing ten (10) acres or larger may have one additional unlighted sign, located on-site, advertising authorized activities. The sign's display area shall not exceed sixteen (16) square feet on either sign face, with a total not greater than thirty-two (32) square feet for a double-faced sign.
2. The following uses shall be permitted subject of site plan review approval by the Planning Director, following the recommendation of the Agricultural Commission, on individual parcels that contain ten (10) acres or more and have a minimum of five (5) acres of permanent agricultural crop in production or ten (10) acres of annual crop in production that are properly maintained and cared for to produce a commercial crop. Should the proper maintenance and care of the required minimum agricultural crop acreage cease, as determined by the El Dorado County Agricultural Commissioner, the right to operate any of the following accessory uses becomes void:

- a. Gift display and sales area, not including handicrafts, in excess of 500 square feet, but less than 1,000 square feet of interior floor space, for the retail sale of agricultural related promotional items, gift items, and/or pre-packaged goods. The gift display and sales area shall be operated concurrently with the sale of agricultural products and/or byproducts produced on site. Sales shall be subject to available parking as set forth in subsection 17.36.260(E). All vendors shall have a current County business license. Sale of agricultural related promotional items, gift items, and/or pre-packaged goods, other than handicraft items, may be sold for up to one (1) year following the implementation of this ordinance without restriction to floor space and must be terminated thereafter unless allowed pursuant to this ordinance.
 - b. Special events for commercial purposes over 125 persons but 250 or fewer persons, subject to available parking as set forth in subsection 17.14.180(C) below, with the number of events not exceeding the following limits:
 - i. Parcels less than 20 acres in size - 6 per year;
 - ii. Parcels 20 acres or more in size - 12 per year;
 - iii. All Special events, weddings, and similar functions shall be subject to the development standards set forth in subsection C.
 - c. The site plan review approval may set forth limitations on the capacity of the accessory uses.
 - d. Agricultural Homestays, as defined under Section 113870(a)(2) of the California Health and Safety Code, on parcels containing ten (10) acres or less, may be permitted subject to site plan review approval by the Planning Director, following the recommendation of the Agricultural Commission, provided the parcel has a minimum of five (5) acres of permanent agricultural crop in production that are properly maintained and cared for to produce a commercial crop, with no limitation on the time of operation.
3. Permitted by special use permit:
- a. The packing, processing and/or sale of agricultural products and byproducts produced off-site and any accessory structures on parcels containing less than ten (10) acres;
 - b. Use of special attractions for commercial purposes such as, but not limited to, music festivals, concerts, carnivals, or other nonagricultural activities subject to available parking as set forth in subsection 17.36.260(E);
 - c. Signs in excess of that permitted by right, including flags, banners, balloons and other temporary signs;
 - d. Bed and Breakfasts and other lodging facilities, other than Agricultural Homestays;
 - e. Dining facility (not including a prepared food stand);
 - f. RV or overnight camping site for commercial purposes;
 - g. Commercial recreational uses and facilities to be operated concurrently with the sales season of on-site produced agricultural products and byproducts;

- h. Those uses provided by right that are not otherwise allowed on parcels of less than ten (10) acres may be authorized by special use permit;
 - i. Special events for commercial purposes in excess of 250 persons for the sale of gift items and/or pre-packaged goods;
 - j. Gift display and sales area, not including handicrafts, in excess of 1,000 square feet of interior floor space, for the retail sale of agricultural related promotional items, gift items, and/or pre-packaged goods. The gift display and sales area shall be operated concurrently with the sale of agricultural products and/or byproducts produced on-site. All vendors shall have a current El Dorado County business license. Sale of agricultural related promotional items, gift items, and/or pre-packaged goods, other than handicraft items, may be sold for up to one (1) year following the implementation of this ordinance without restriction to floor space and must be terminated thereafter unless allowed pursuant to this ordinance.
 - k. All ranch marketing uses in the AP, Agricultural Preserve zone.
- C. Development Standards: The following standards shall apply to all ranch marketing activities set forth above:
- 1. Parking
 - a. Permanent parking spaces, may be of dirt or gravel surface, shall be provided for all sales, gift, handicraft and food service areas pursuant to the provisions of Chapter 17.18, Parking;
 - b. Parking for special events, weddings, marketing promotional events, and similar functions may utilize temporary, overflow parking areas. Limitations on the number of guests may be based on availability of off-street parking. Overflow parking areas may be of dirt or gravel surface, provided that the parking area is fire safe;
 - c. On-street parking shall not be permitted.
 - 2. Access.
 - a. The access to the ranch marketing facility shall be connected directly to a public road, except as provided below.
 - b. Where a proposed ranch marketing facility is located on a private road and is within general plan designated Agricultural District boundaries, access shall be subject to the review and approval by the Planning Director under site plan review, following a recommendation by the Agricultural Commission.
 - c. Where a proposed ranch marketing facility is located on a private road and is outside general plan designated agricultural district boundaries, a special use permit shall be required.
 - 3. Proposed ranch marketing facilities that do not meet the standards set forth above may be considered by special use permit pursuant to Chapter 17.22. (Ord. 4636 §4, 2003; Ord. 4573 (part), 2001)

Last amended August 19, 2003

Effective September 19, 2003

Ordinance No. 4636